



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Anniston Army Depot  
Alabama**

# BRIEFING OUTLINE

## Anniston Army Depot

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

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### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 2,132 surveys were distributed at Anniston Army Depot



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

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## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Anniston Army Depot:					
Active Duty	118	43	24	55.81%	±17.85%
Spouses of Active Duty	102	126	6	4.76%	±38.81%
Civilian Employees	3,405	889	260	29.25%	±5.84%
Retirees	2,413	1,074	167	15.55%	±7.32%
<b>Total</b>	<b>6,038</b>	<b>2,132</b>	<b>457</b>	<b>21.44%</b>	<b>±4.41%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

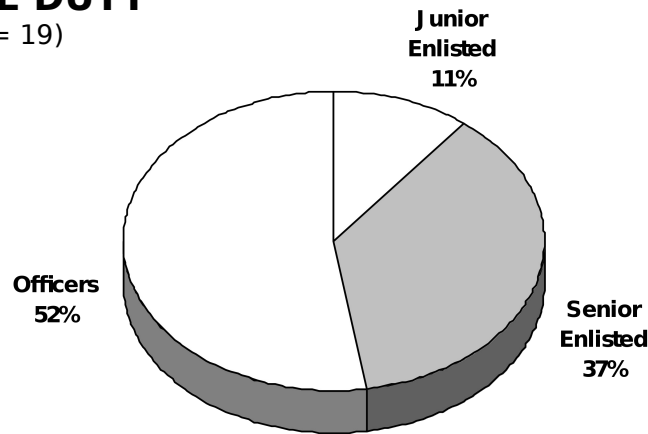
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

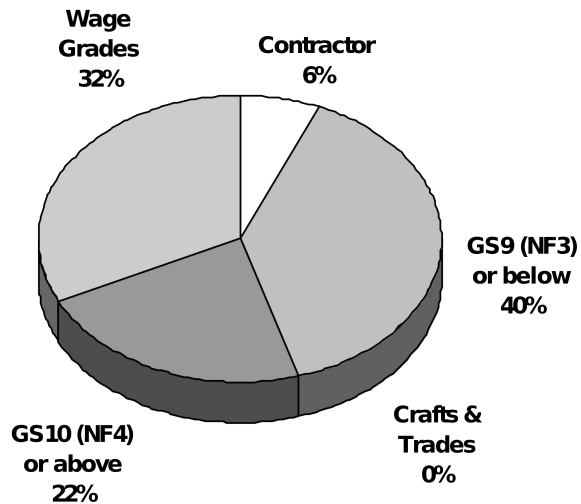
### ACTIVE DUTY

(n = 19)



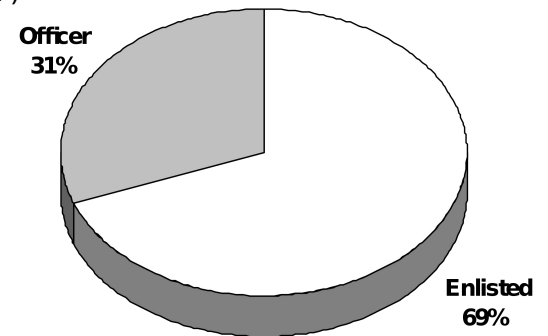
### CIVILIANS

(n = 254)



### RETIREES

(n = 117)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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### □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

### □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT ANNISTON ARMY DEPOT

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## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	28%
Recreation/Community Activity Ctr.	17%
Outdoor Recreation Center	9%
ITR - Commercial Travel Agency	6%
Athletic Fields	6%

## LEAST FREQUENTLY USED FACILITIES

Multipurpose Sports/Tennis Courts	4%
Athletic Fields	6%
ITR - Commercial Travel Agency	6%
Outdoor Recreation Center	9%
Recreation/Community Activity Ctr.	17%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT ANNISTON ARMY DEPOT\*

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## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Recreation/Community Activity Ctr.	
4.32	
Fitness Center/Gymnasium	4.30
ITR - Commercial Travel Agency	4.13
Athletic Fields	4.06
Outdoor Recreation Center	4.04

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Multipurpose Sports/Tennis Courts	4.02
Outdoor Recreation Center	4.04
Athletic Fields	4.06
ITR - Commercial Travel Agency	4.13
Fitness Center/Gymnasium	4.30

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT ANNISTON ARMY DEPOT\*

Anniston Army Depot

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Fitness Center/Gymnasium	4.35
Recreation/Community Activity Ctr.	4.32
Multipurpose Sports/Tennis Courts	4.20
Outdoor Recreation Center	4.15
Athletic Fields	4.06

## FACILITIES WITH LOWEST QUALITY RATINGS\*

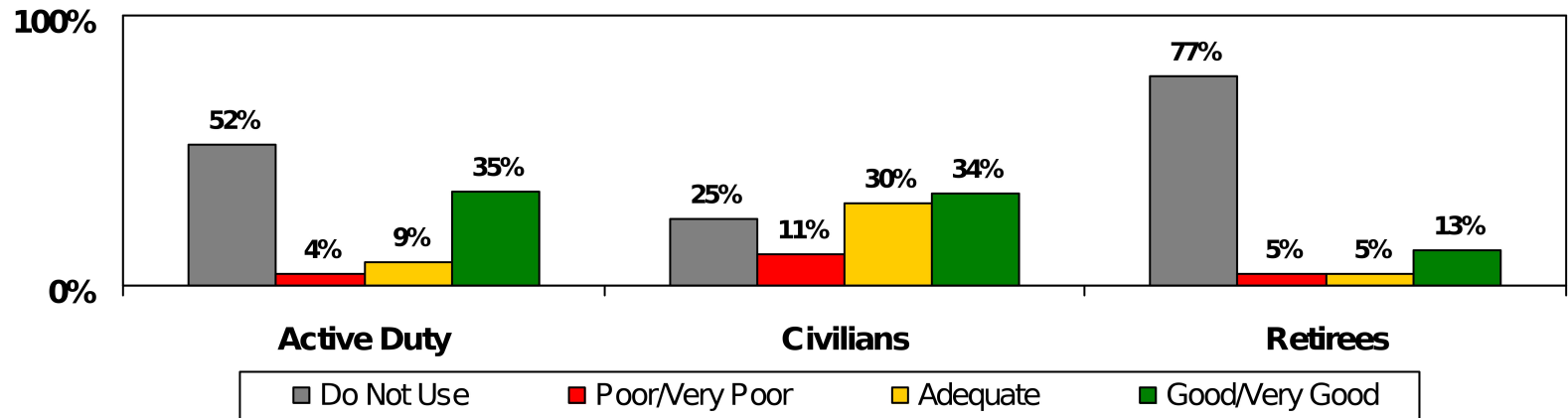
ITR - Commercial Travel Agency	4.01
Athletic Fields	4.06
Outdoor Recreation Center	4.15
Multipurpose Sports/Tennis Courts	4.20
Recreation/Community Activity Ctr.	4.32

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

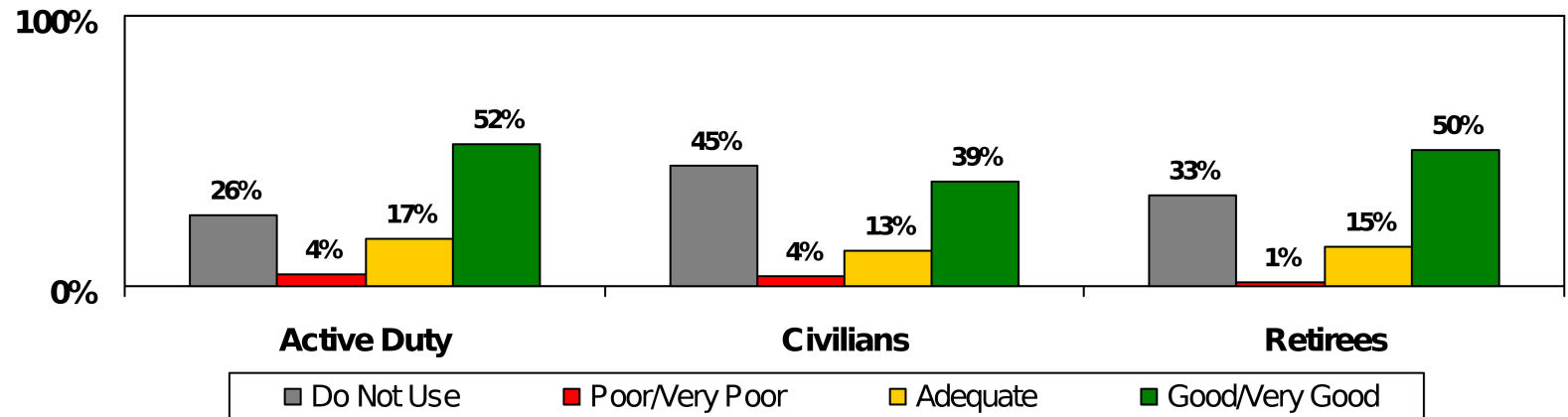
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



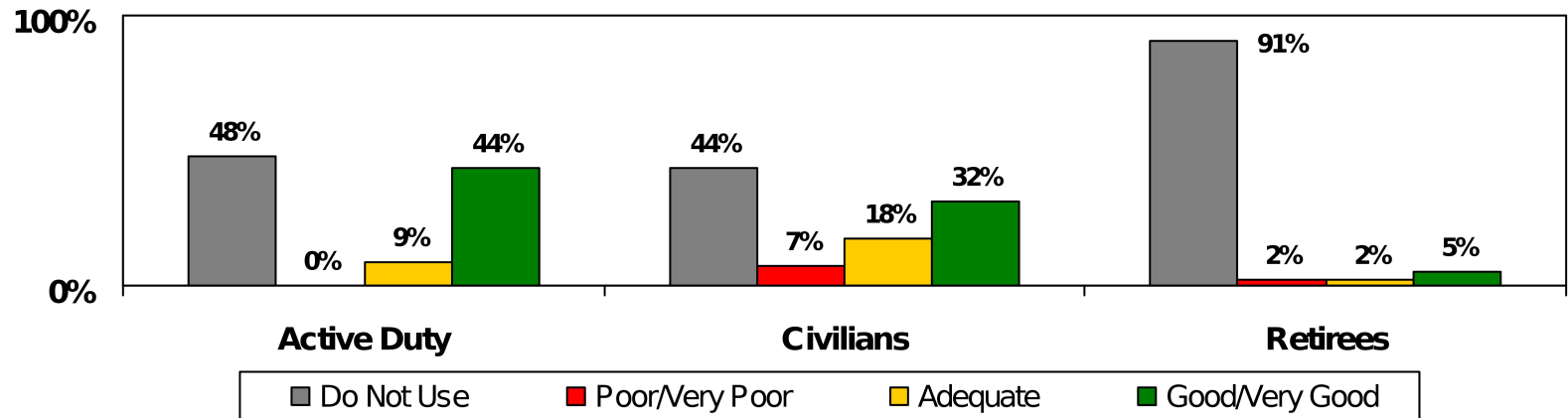
## Quality of Off-Post Services



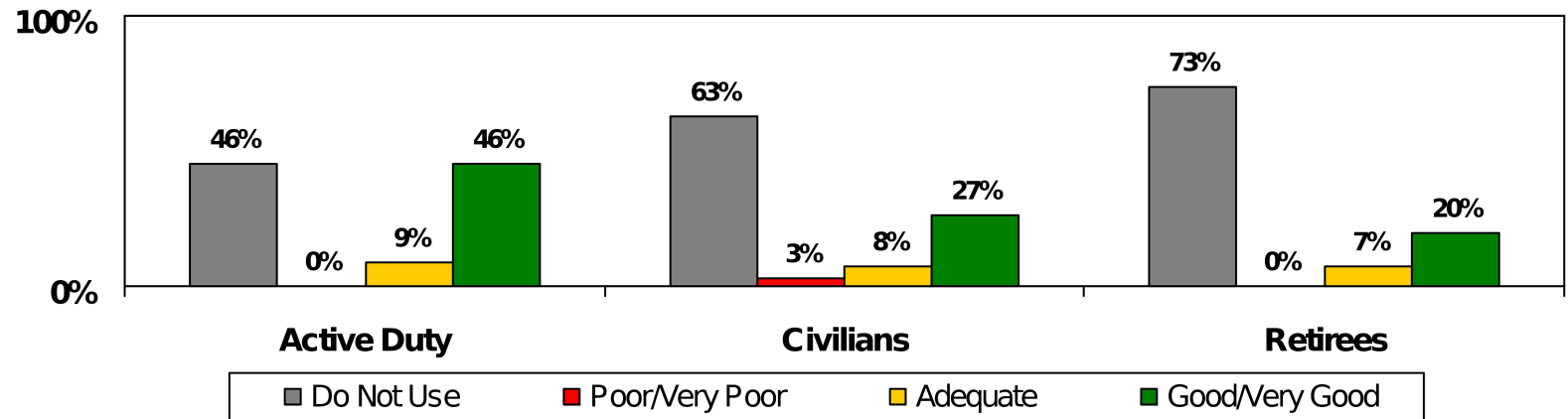
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



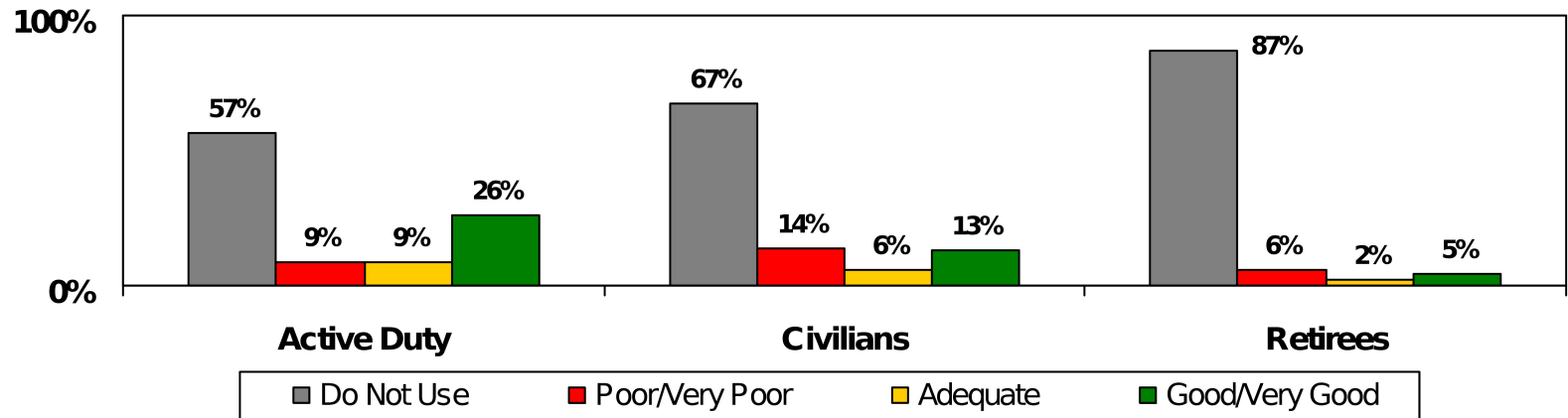
## Quality of Off-Post Services



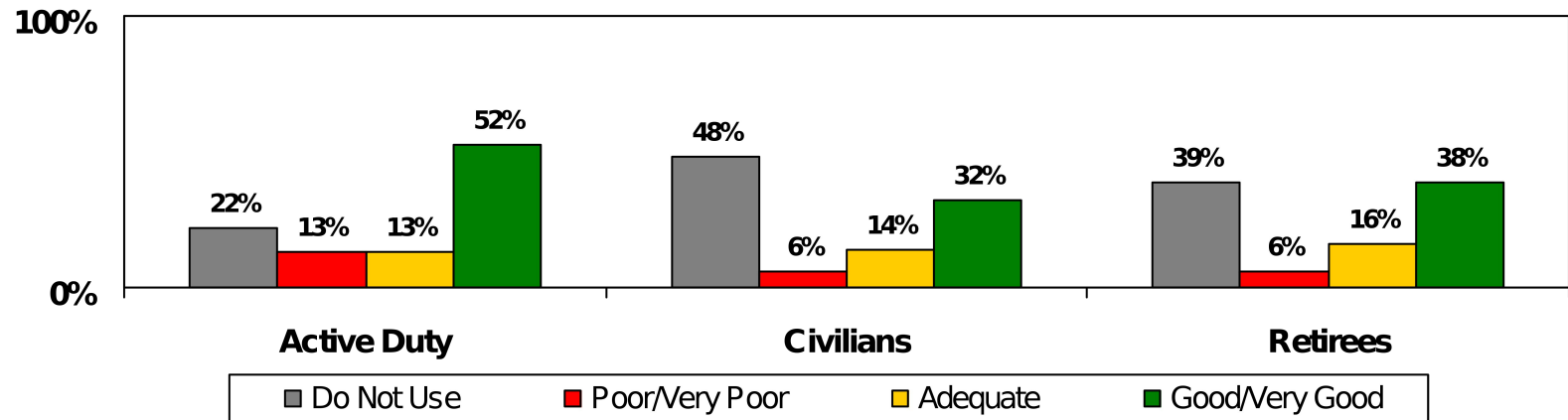
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

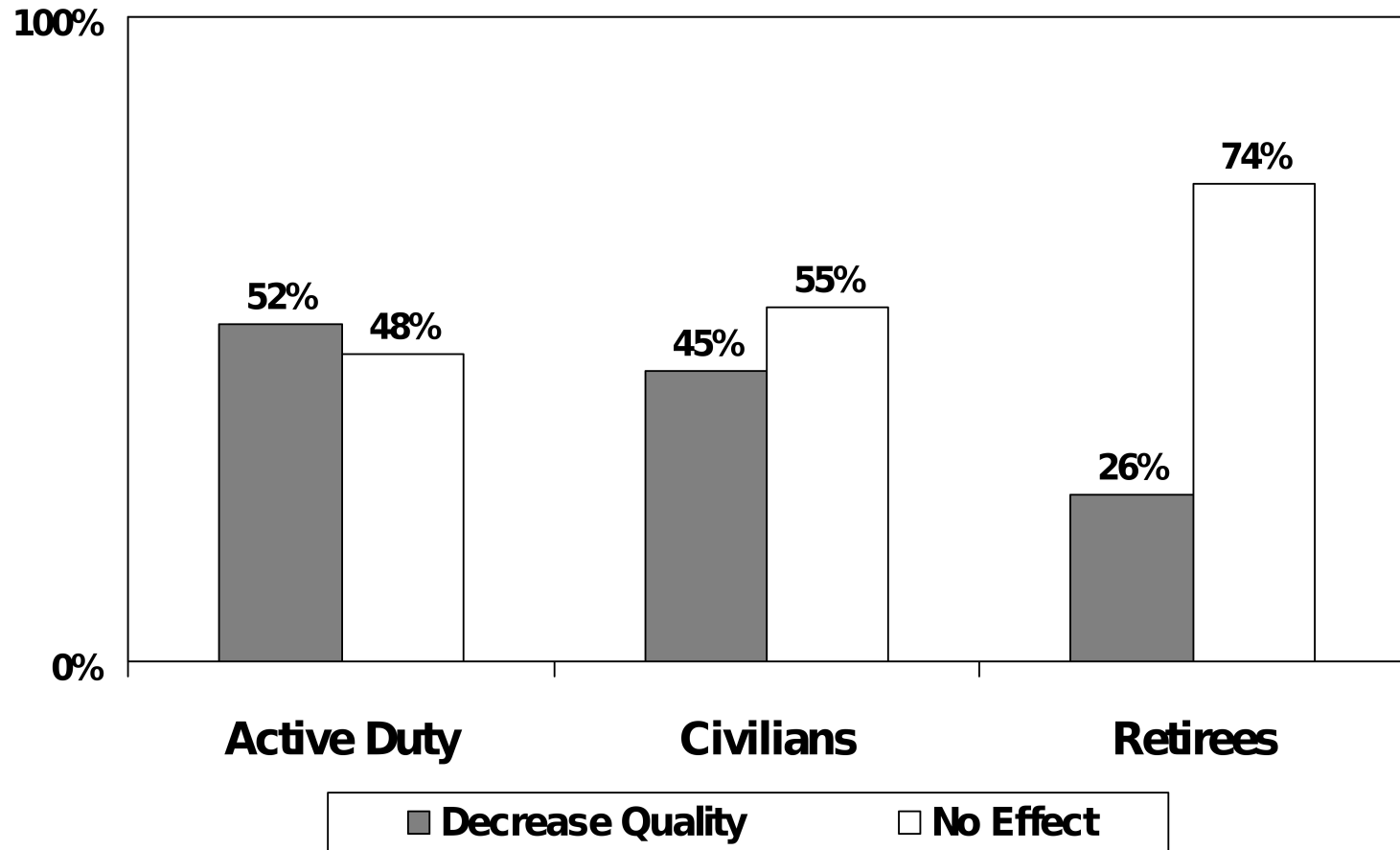


## Quality of Off-Post Services



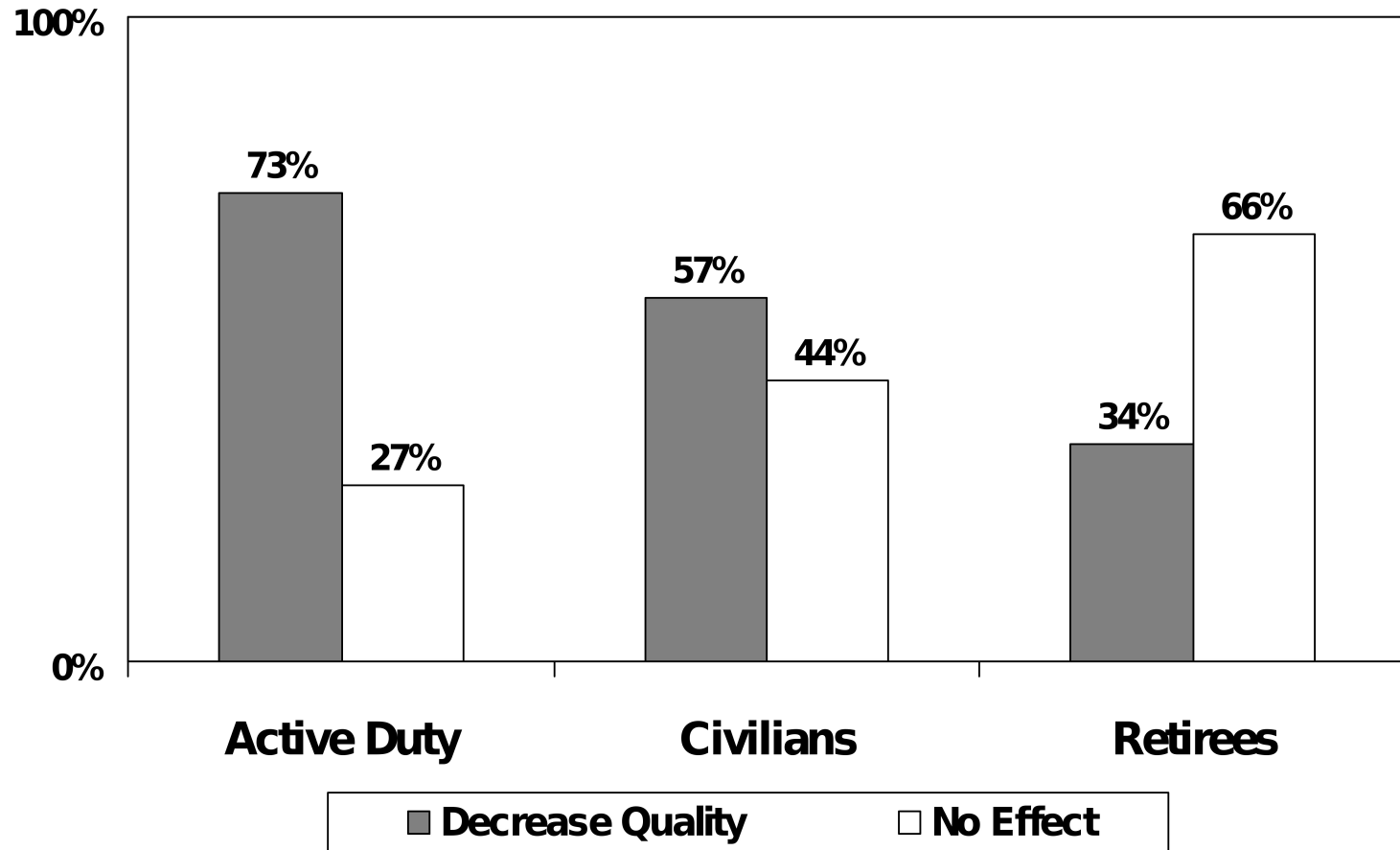
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	76%
Army Lodging	48%
Child Development Center	46%
Recreational/Community Activity Center	43%
Swimming Pool	42%
Library	42%
Youth Center	42%

RV Park	61%
Car Wash	54%
Bowling Pro Shop	53%
Golf Course Pro Shop	53%
Golf Course Food & Beverage	49%
Golf Course	44%
Clubs	38%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	RETIREES	TOTAL
Internet	14%	25%	7%	18%
E-mail	24%	<b>51%</b>	7%	<b>33%</b>
Friends and neighbors	14%	22%	<b>18%</b>	20%
Family Readiness Groups (FRGs)	19%	3%	0%	2%
Bulletin boards on post	29%	26%	5%	17%
Post newspaper	<b>38%</b>	<b>60%</b>	<b>14%</b>	<b>41%</b>
MWR publications	<b>33%</b>	<b>31%</b>	8%	22%
Radio	0%	0%	5%	2%
Television	10%	11%	4%	8%
My child(ren) let(s) me know	0%	0%	1%	1%
Other unit members or co-workers	24%	23%	5%	16%
Unit or post commander or supervisor	14%	8%	1%	5%
Marquees/billboards	5%	9%	3%	6%
Flyers	<b>33%</b>	28%	9%	20%
Other	10%	7%	12%	9%
I never hear anything	29%	5%	<b>56%</b>	<b>27%</b>

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	100%
Better Opportunities for Single Soldiers	100%
Army Community Service	77%
MWR Programs and Services	77%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	48%	86%	14%
Outreach programs	43%	80%	20%
Family Readiness Groups	61%	80%	20%
Relocation Readiness Program	61%	88%	13%
Family Advocacy Program	52%	60%	40%
Crisis intervention	43%	75%	25%
Money management classes, budgeting assistance	43%	60%	40%
Financial counseling, including tax assistance	43%	75%	25%
Consumer information	26%	67%	33%
Employment Readiness Program	30%	75%	25%
Foster child care	26%	67%	33%
Exceptional Family Member Program	39%	75%	25%
Army Family Team Building	57%	88%	13%
Army Family Action Plan	48%	80%	20%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	92%
Personal job performance/readiness	92%
Unit cohesion and teamwork	77%
Unit readiness	75%
Relationship with my spouse	73%
Relationship with my children	89%
My family's adjustment to Army life	78%
Family preparedness for deployments	73%
Ability to manage my finances	56%
Feeling that I am part of the military community	73%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%
Helps minimize lost duty/work time due to lack of child care/youth services	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%
Allows me to work outside my home	100%
Allows me to work at home	0%
Offers me an employment opportunity within the CYS program	0%
Allows me/my spouse to better concentrate on my/our job(s)	100%
Provides positive growth and development opportunities for my children	100%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	100%
Personal job performance/readiness	100%
Unit cohesion and teamwork	100%
Unit readiness	100%
Ability to manage my finances	100%
Feeling that I am part of the military community	100%
Relationship with my children (single parents)	100%
My family's adjustment to Army life (single parents)	100%
Family preparedness for deployments (single parents)	100%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	69%
Internet access/applications (home)	55%
Entertaining guests at home	53%
Going to movie theaters	47%
Special family events	44%
Gardening	41%
Going to beaches/lakes	37%
Walking	36%
Attending sports events	36%
Fishing	32%

## Top 5 for Active Duty

Entertaining guests at home	45%
Watching TV, videotapes, and DVDs	38%
Running/jogging	35%
Cardiovascular equipment	33%
Special family events	30%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	70%
Internet access/applications (home)	60%
Entertaining guests at home	55%
Special family events	51%
Going to movie theaters	47%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	69%
Gardening	50%
Entertaining guests at home	50%
Internet access/applications (home)	49%
Going to movie theaters	46%



# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Basketball	11%
Softball	9%
Volleyball	8%
Self-directed sports tournaments	4%
Touch/flag football	3%

## Outdoor Recreation

Going to beaches/lakes	37%
Fishing	32%
Picnicking	26%
Camping/hiking/backpacking	20%
Bicycle riding/mountain biking	17%

## Social

Entertaining guests at home	53%
Special family events	44%
Night clubs/lounges	20%
Dancing	19%
Specially arranged shopping trips	18%

## Sports and Fitness

Walking	36%
Cardiovascular equipment	30%
Weight/strength training	17%
Running/jogging	16%
Golf	15%

## Entertainment

Watching TV, videotapes, and DVDs	69%
Going to movie theaters	47%
Attending sports events	36%
Festivals/events	28%
Plays/shows/concerts	28%

## Special Interests

Internet access/applications (home)	55%
Gardening	41%
Computer games	28%
Automotive detailing/washing	27%
Digital photography	26%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	22%	N/A	22%
Reading	16%	N/A	16%
Study/self development	13%	N/A	13%
Multi-media (videos, DVDs, CDs)	13%	N/A	13%
Reference/research activities	12%	N/A	12%
Internet access/applications (home)	9%	4%	55%
Cardiovascular equipment	8%	22%	30%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

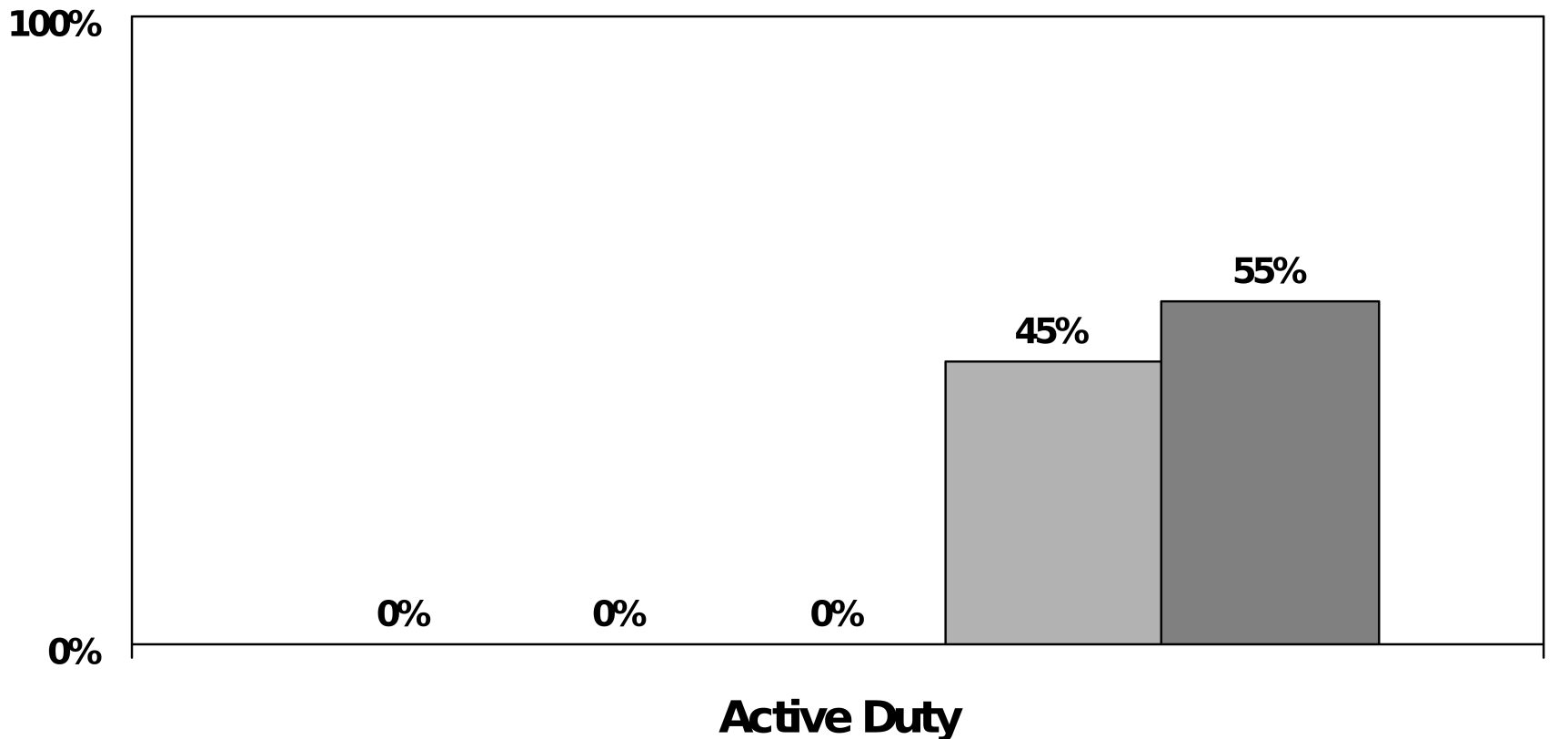
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	9%	4%	42%	55%
Gardening	0%	1%	39%	41%
Computer games	2%	3%	23%	28%
Automotive detailing/washing	1%	5%	20%	27%
Digital photography	0%	5%	21%	26%
Automotive maintenance & repair	2%	6%	18%	25%
Trips/touring	0%	19%	0%	20%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

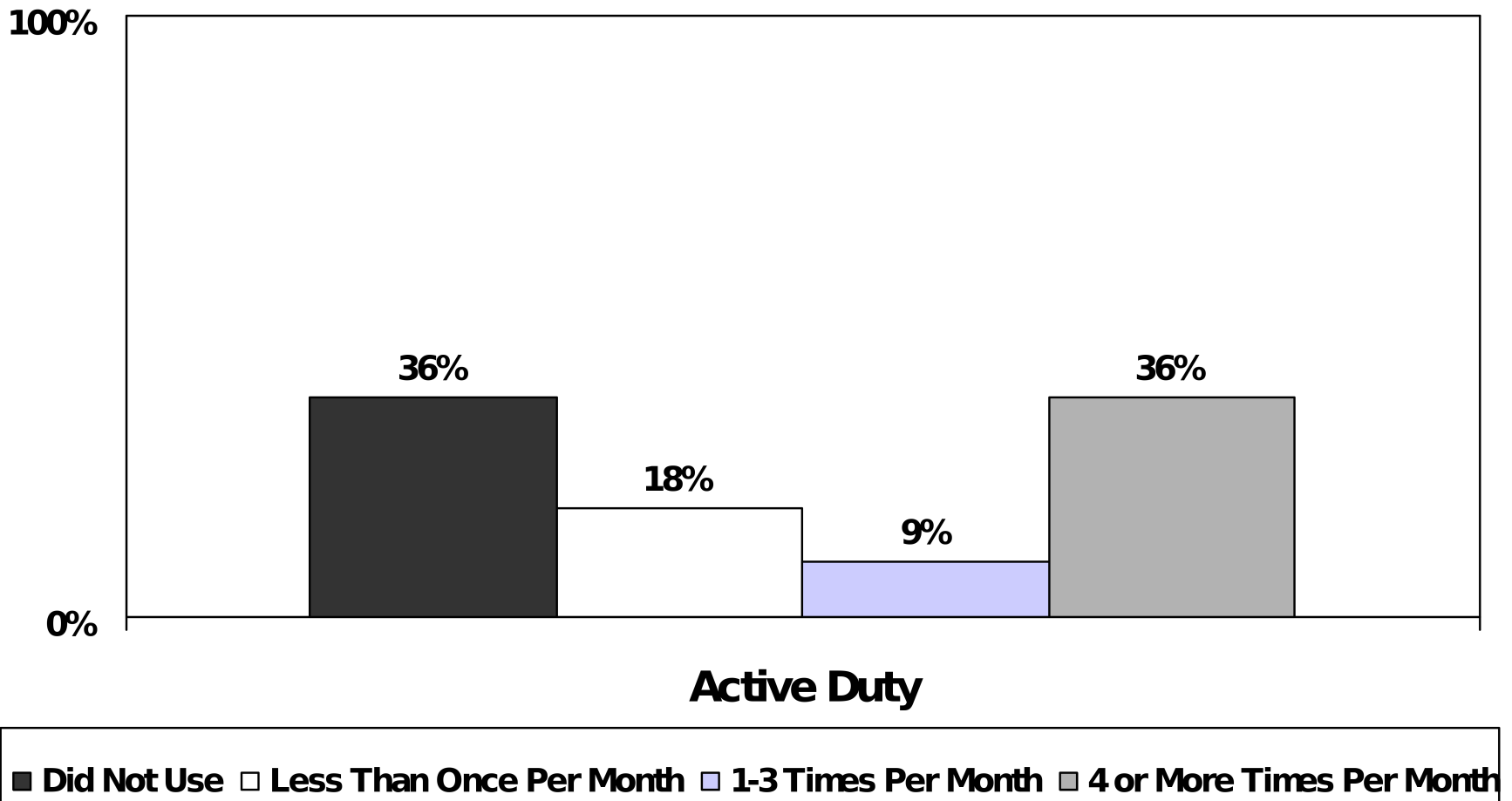
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■ Not Important □ Slightly Important □ Moderately Important □ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	0%
Undecided	10%
Probably will make military a career	15%
Definitely will make military a career	65%

# NEXT STEPS

## Anniston Army Depot

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)